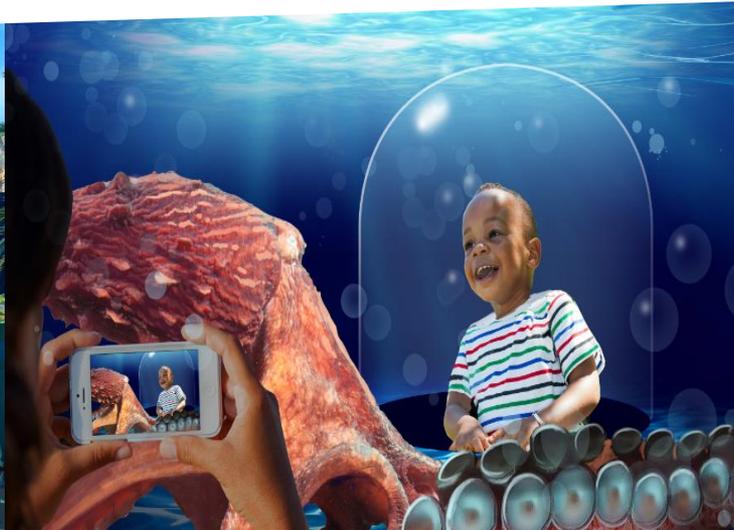


# SeaWorld San Diego



2020 Attraction



May 2019

May

# Why we're here today...

The SeaWorld Master Plan requires a City Council review of all projects over 30 ft. tall.

Today's proposed project is the second project over 100 ft. since the Master Plan was approved in 2002.

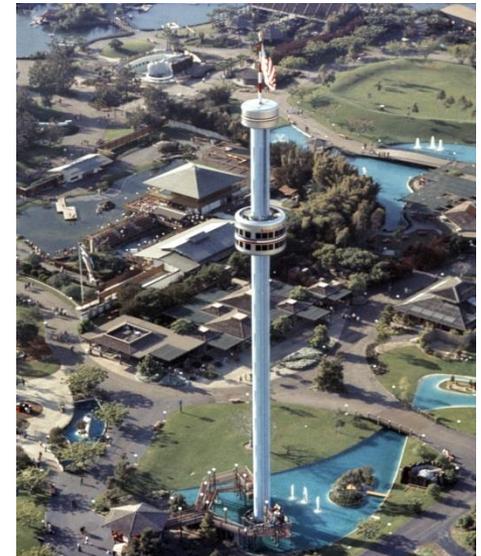
We're here seeking your support for Mako, our 2020 Attraction project.



# Core mission remains animals, education, conservation and rescue...

Rides have always been part of the quintessential SeaWorld experience

- Decades ago guests were delighted with thrilling hydrofoil rides around Mission Bay
- Toddlers rode in gentle circles around the Skytower
- The Skytower opened in 1969
- Rides are an important part of a fun and meaningful day at SeaWorld for the whole family



# Rides are Important for the SeaWorld Experience

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## Why add roller coasters?

- Consumer research and guest feedback indicates strong demand for a thrill ride
- As SeaWorld appeals to a broad visitation audience, it is important to have a balance of animal attractions and educational experiences, exhibits and exciting rides. This new coaster makes visiting the park even more fun and exciting, while at the same time allows SeaWorld to bring greater attention and awareness to important animal and conversation issues.

## What Consumers Told Us

- Fun/exciting/adventurous/thrilling
- It's new/different/unique
- Educational/informative
- The speed/fast
- Ability to attract lapsed and non-visitors



# Height Initiative & Master Plan History

1998

2002

2019

**Prop D – San Diego voters passed the SeaWorld Initiative**

**Allows SeaWorld to propose projects over 30 feet**

**SeaWorld Master Plan was certified by the California Coastal Commission and approved by City Council**

**Master Plan incorporated into Mission Bay Park Plan update**

**Master Plan contemplates all areas of SeaWorld may be subject to renovation**

**Master Plan development analyzed in EIR and approved by San Diego City Council**

**Mako Attraction submission for 2019**

**Master Plan allows four projects (max) between 100-160 feet**

**Mako is the second project proposed in this category**

**EIR project description includes projects such as land-based adventure rides, themed track rides and water rides**





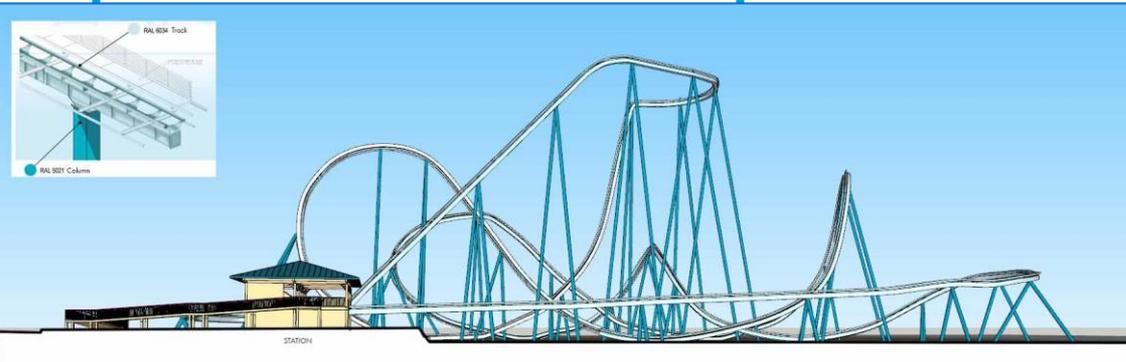
- 153 ft. tall
- 143 ft. facedown vertical drop
- Floorless vehicle
- Longest, Tallest, Fastest Dive Coaster in California



# Mako is Consistent with the SeaWorld Master Plan

## Transparency

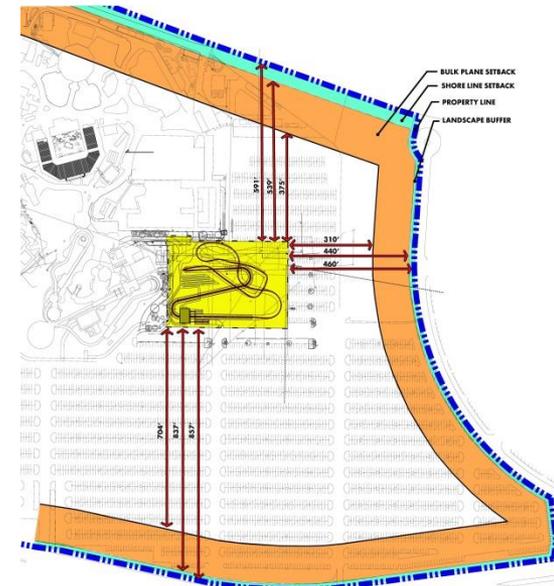
The MP requires 50% transparency on structures greater than 100 feet.



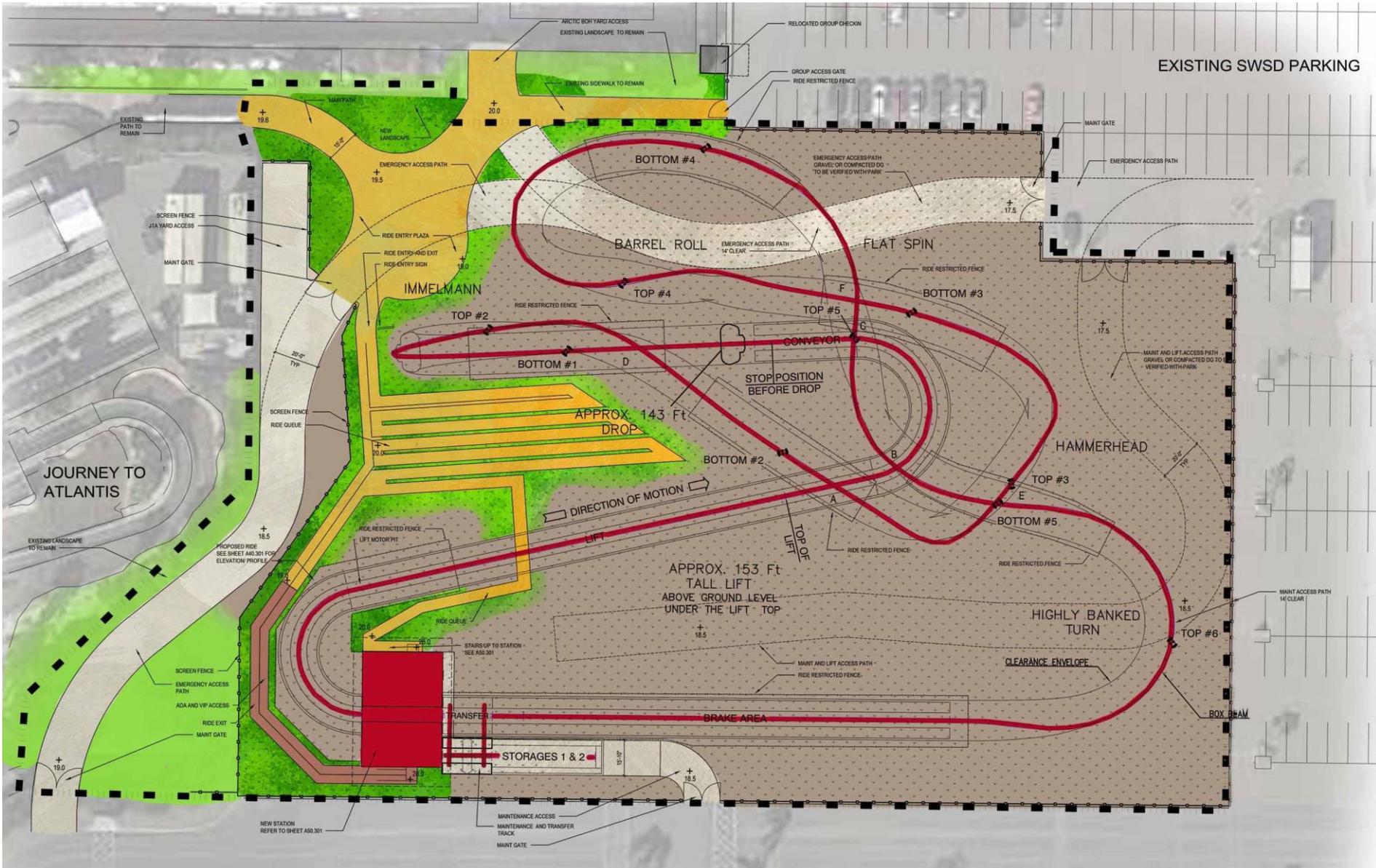
Mako is 85% open to light and air

## Set Back

Mako is located in the interior of the park; minimum 460 feet from property line



# Schematic Design – Site Plan



# Mako is Consistent with Design & Development Guidelines

## Visual Impact

- Located in the interior of the theme park area
- Visible from the exterior of the leasehold
- Utilizes sky colors for the track and support columns

## Lighting & Sound

- Low-level lighting
- No special effects above 60 feet
- Maximum of 18 riders at once which limits sound
- Sound levels were evaluated as part of the review in accordance with City Regulations

## Educational

- Graphics will inform guests about the plight of sharks, and inspire visitors to care about these mysterious creatures and their habitats.

# Photo Simulation – W Mission Bay Bridge



# Photo Simulation – Fiesta Island



# Approval Process

In Process  
1

City of San Diego review for substantial conformance with the SeaWorld Master Plan and EIR

Unanimous Approval  
1/8/2019  
2

Unanimous Approval 1/8/19

Mission Bay Park Committee

3

Park and Recreation Board

4

Planning Commission

5

San Diego City Council

6

California Coastal Commission

# Coastal Commission will Review for Master Plan and Coastal Act Consistency



## Coastal Access, Traffic, Parking

- Traffic monitoring program in place
- Traffic mitigation measures are implemented based upon predetermined key thresholds
- If triggered, mitigation plan in the EIR will be initiated



## Visual Quality

- Visual impacts were analyzed in the EIR



## Water Quality

- Mako will not create any water quality impacts.
- SeaWorld implements surface runoff controls and BMPs. The project will capture 100% of site water and divert to the park's treatment facility.

# Community Engagement



Two community forums at SeaWorld (1/5 & 1/7)



Mission Bay Park Committee



Project description posted facing public roadway

Ongoing meetings with community leaders

# Community Forums at SeaWorld

Forums held Saturday AM, January 5 and Monday PM, January 7

**1** Project overview

**2** Experts on hand in discussion Q&A room

**3** Feedback station



Clairemont Community Planning Group    Clairemont Town Council    Mission Beach Community Precise Planning Board  
Ocean Beach Planning Group    Pacific Beach Town Council    Mission Bay Park Committee  
Peninsula Community Planning Board    Mission Bay Lessees

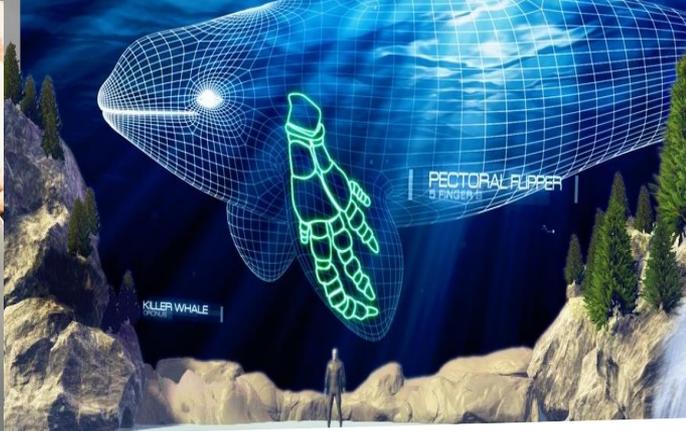
# What We're Asking for Today...

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We ask for your support of the staff recommendation and find that Mako is consistent with the SeaWorld Master Plan



Questions?



# SeaWorld San Diego

Thank You



May 2019